

The Universal Traffic Engine:

A Growth Strategy for Small Businesses and Startups



Lesson Three: The UTE Selling System

by Dan Thies

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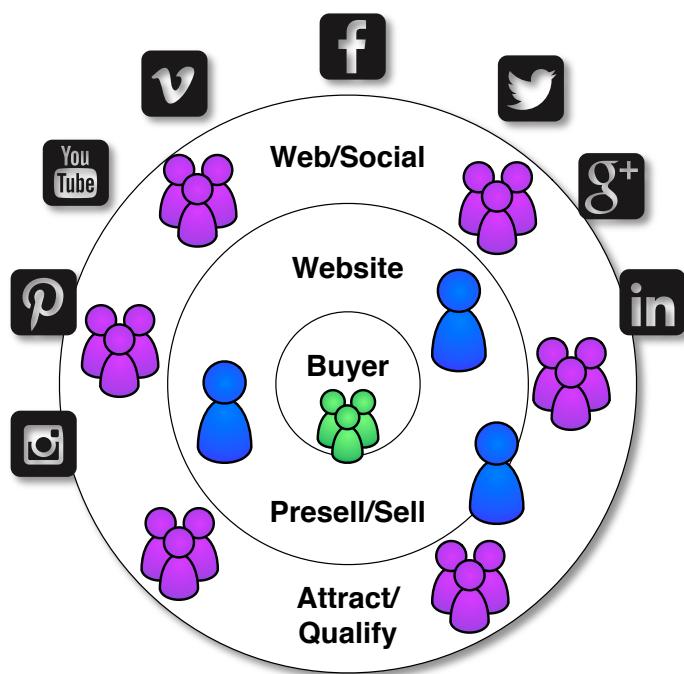
¹ When I was your age, we didn't have email, and the only way to get stuff delivered from Amazon was by carrier pigeon.

It's Selling Time!

We've covered a lot in two lessons, and now it's time to put everything together.

In this document, we'll review the "big picture" quickly, then go over all the parts of the Middle and Inner campaigns, so that you can see how everything fits together.

The Big Picture



An "outer" campaign is any marketing activity – any source of traffic – that starts **OUTSIDE** of your website.

This includes social channels, websites linking to you, affiliates, search engines like Bing and Google, 3rd party emails, native advertising, and paid search.

Some parts of your Outer campaign (like paid search) drive qualified traffic deep into your selling funnel.

In the Universal Traffic Engine system, we consider "direct response" campaigns (like paid search) to be important, but there is

no special "UTE way" to run an Adwords campaign².

Our focus during this training is on the other types of Outer campaign, that help you build an audience and increase the amount of organic ("free") traffic coming in to your website.

It's not that direct response campaigns aren't useful – but I've also never met a direct response campaign that couldn't be trimmed to improve ROI – allowing us to shift budget into longer-term strategies.

Naturally, it helps that our Middle and Inner campaigns have a higher than normal ROI – because the people we're sending into those campaigns already "know" us.

² There is, however, a "Dan" way – at least for retailers - using a combination of Shopping campaigns, dynamic remarketing, and brand name search ads. Get it touch (support@marketersbraintrust.com) if you would like to know more.

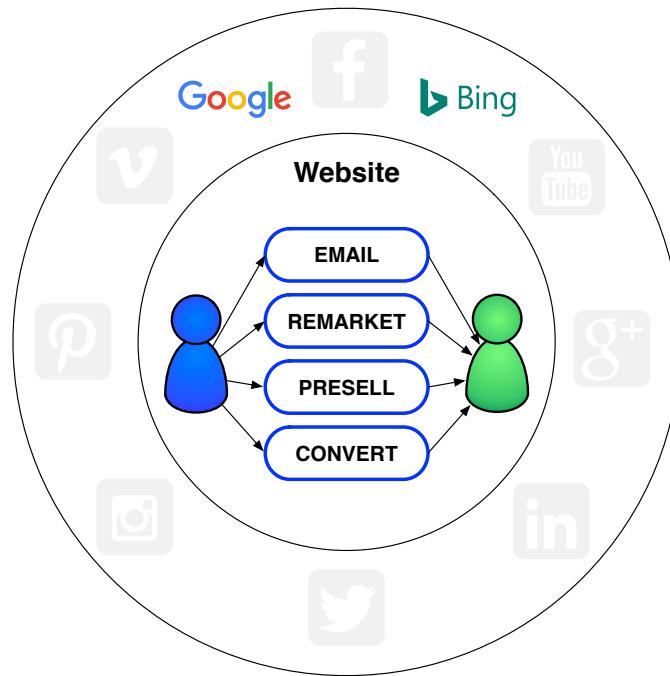
Because of how we got them to our site, we already “know” that they’re somewhat interested, and if we’ve been able to reach them more than once, they also have some message receptors activated, so they’re far more ready to be persuaded.

The Middle Campaigns

A “middle” campaign is any marketing activity that starts INSIDE of your website. This includes the pre-selling (education) and selling (persuasion) that every site does.

When we send people into our Middle campaigns, they’re going to land in one of three places:

- **Your home page** – which should properly direct people to the right inner pages, depending on what they’re trying to accomplish.
- **Inner pages** – this could be product pages, pre-selling pages, offers, etc. - any part of your website that’s designed for persuading and selling.
- **Blog / Content** – where they end up when they follow a link to your “dog whistle” content in the outer campaigns.



Depending on where they land, and what actions they take when they get there, we will add them to different “Middle” campaigns.

For each type of page that they land on (or visit), they will be exposed to different offers and “advertisements” - messages – with three goals in mind:

- Convert those who have reached the “Preference” stage into buyers.
- Move those who have reached “Consideration” into the Preference stage.
- Keep everyone else in orbit around your website (and sharing) until they’re ready to move into the funnel. In the meantime, they can tell their friends about you.

Once your visitors become buyers, your Inner campaigns take over, to bring them back for a second purchase, get them to provide reviews and testimonials, and/or refer their friends to you.

Tracking the growth of your “inner” campaigns – how much you make from people who have done business with you before – is a very strong indicator of the health of your marketing – and your business.

Your Middle Campaign Starts Here

You are here: Home / C / How Famous Brands Make Their Content Go Viral

Search this website ... Search

Dog Whistle Headline

Email Optin

Like Box

Sharing Buttons

"Keep Reading"

More Dog Whistles

Offer/Presale

Free Training
Universal Traffic Engine 2016

SIGN-UP

Privacy Policy

JOIN WITH US ON FACEBOOK

Marketer's Brain.... 4,417 likes

MARKETER BRAINTRUST

Liked Share

You and 139 other friends like this

RECENT COMMENTS

- Jennifer Flower on Free Training: Universal Traffic Engine 2016
- Leslie Rohde on One small change added more than \$7,000 in revenue
- Max Harrington on One small change added more than \$7,000 in revenue
- Alan Weidner on Content Marketing Service Upgrade Announcement

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1. Get Creative on Social Media
2. When It Comes to Branding, Learn From the Best
3. Making Your Small Business Stand Out
4. Why Your Marketing Strategy Needs More Visuals

This is what it looks like to a visitor, when they click to read one of our stories.

This layout isn't just something we threw together, of course. It's designed to make the transition from outer campaigns to inner campaigns as effective as possible.

On the left, we have the content. You can see the "dog whistle" headline that got them to click, right at the top of the story.

At the bottom of the story, we have sharing buttons, and below that, more "dog whistle" headlines to suck people in for more reading.

Down the right hand rail, we have a stack of response devices – to invite people to get on our mailing list, like us on Facebook, or keep reading.

For our website, an email optin is our most wanted response, so it's at the top.

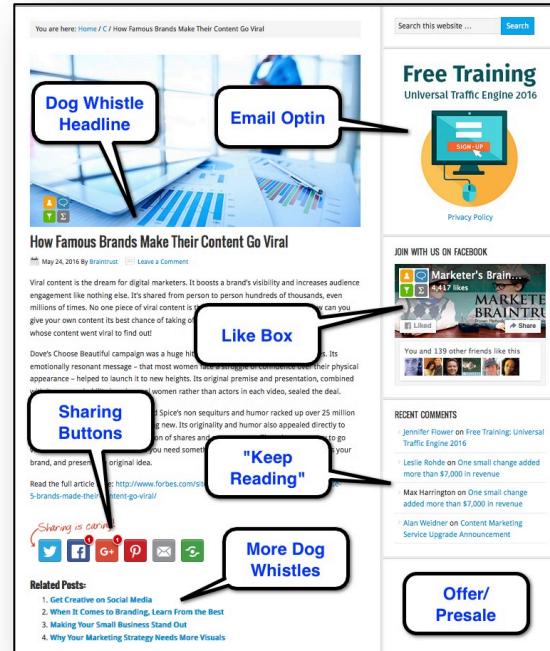
Because of the importance of our outer campaigns, we use a Facebook like box as the second response device.

That's not because getting more Likes is good by itself, but these Likes are coming from people who have already responded to our dog whistle, so they're far more likely to respond to our other messages – and they're exactly the kind of Fans we want to attract.

By the way, if you're targeting your outer campaigns correctly, a lot of people will arrive here to see that friends of theirs have already "liked" your page.

You can usually put 3 or 4 different response devices down the right hand side of the page, and get some response on all of them, so we could add another offer here, or link to some kind of pre-selling content.

You don't really need a "recent comments" box if you don't have many comments, and there are a lot of good reasons why you might not want to allow comments at all.



For Every Action, There Is...

When someone clicks one of the response devices, we are loading another page – sometimes in a popup or hover, other times they're actually going to a landing page.

Either way, when that happens, we can add them to a Remarketing Audience, and if they get on our email list, of course, we can also start sending them emails.

Our email and remarketing campaigns, of course, will have landing pages – these are those “inner pages” that contain our selling and pre-selling content, and when people get to one of THOSE pages, we can really crank up the marketing engine in earnest.

Where you send them in those campaigns depends on what actions they’ve already taken – but usually we’re taking them back to an offer, showing them a new offer, or driving them to some kind of pre-selling content or email opt-in.

You can make this as complicated as you want, and if you’re spending thousands of dollars a month on your Middle campaigns, you will want to do all kinds of fancy segmenting and elaborate followup sequences, but that’s later on.

When you’re just getting started, all of your Middle campaigns will be driven by what actions people take after they visit your site, and it’s very easy to decide what campaigns to put people into.

Middle Campaign #1: Email Newsletter

The basic email campaign in the Universal Traffic Engine selling system is a weekly email newsletter.

You can send other emails – knock yourself out – but the way that we design our Outer campaigns allows us to get a very good email newsletter out of the process, almost “for free.”

Like the “offer stack” on the Universal Traffic Engine blog template, you can tweak this to suit your business objectives, but here’s what we do for most of our clients:

1. Write some kind of a friendly preamble (a paragraph or two) that you can re-use.
2. Take the best and most popular posts of the week, create a “roundup” of those items, using the abstract/description from each post, with a link to each post.
3. Add an offer – or link to some sort of educational/preselling content.

That’s it – there’s your email newsletter. The same campaigns that drive subscribers in to your website in the first place also provide the content for your newsletter – and you can automate the whole process if you like³.

³ (Well, semi-automate anyway. We’re talking about broadcast email here. It’s technical. Deliverability matters, so the details matter. Leslie Rohde will be teaching a “fully automated” process in our ResultFlow Inner Circle next month, but it will not be taught in public. You might find it easier to push the send button by hand.)

If it costs 5 cents to get a website visitor, and 15% of them opt in, that amounts to about 33 cents per email subscriber.

Your cost per subscriber should even go down as your outer campaigns mature... especially since your email campaigns themselves are now contributing to your outer campaign's performance.

Middle Campaign #2+: Remarketing

Since the content-based “Organic Amplification” strategy that we use for our outer campaigns takes care of pretty much everything else, including our email newsletter, the biggest variable you have left to deal with is the remarketing campaigns.

If you aren't familiar with remarketing, or you've tried it before without having a strategy to put the right people into your remarketing audiences, this might sound daunting, but it's actually very simple, and usually, the “tricky details” (like setting up remarketing pixels on your site) only need to be dealt with once.

We'll have all that stuff on the implementation checklist in the next (and final) lesson, but for now, let's just assume that somehow, some way, you will get it done.

At the very least, you will want to run remarketing campaigns targeting people who have clicked on one of your offers, or visited one of the selling/preselling pages on your site, because those people almost bought already.

There are a lot of ways to do this – but we primarily use display remarketing (through Google Adwords), and Facebook campaigns. These are pretty standard campaigns – and Facebook actually teaches people how to run them very well – but I will show you some examples in the video for this lesson.

For retailers, dynamic campaigns (showing the products people viewed) are a little bit of work to set up, but worth every bit of that effort.

When our clients are already using Google Analytics, and have a Facebook pixel installed on their site, we can get these up and running in under an hour, and installing the Facebook pixel is usually a pretty quick job.

There's one more remarketing campaign that everyone should be using – because it amplifies the effects of your email campaigns – but since there's a lot more setup involved, I'll save the details on that for later⁴.

⁴ I explain how to do it at <http://seobt.co/emailamp> if you're dying to start today. Yes, that will take you to YouTube, but I promise you are not being rickrolled.

How To Conquer Any Market

Back in the middle ages, if you wanted to knock down the walls of a castle, and you didn't have a lot of time, you lined up all of your siege engines, and concentrated all of your fire on a single point.

It's the same way with marketing – if you want to grab some market share, you have to concentrate your fire.

Whatever market you're in, you're not going to grab a monopoly right off the bat, but you can become "the _____" (whatever) to a group of people.

You might not be the leading brand to everyone, but you are to them, and if you really adapt the Universal Traffic Engine strategy, and build out every part of it – from inner campaigns to middle campaigns to outer campaigns – there will be more of them coming into your business all the time.

That's growth. That's why we're here.

Where To Begin

We'll have a detailed implementation checklist in Lesson 4 – but since that's a couple days away, I'll give you this much:

- The fastest and easiest way to start producing more income from your email subscribers and customer mailing lists is to start producing an email newsletter.
- The same work that goes into producing your email newsletter can also be turned into a complete Outer campaign, even if you don't use any paid boosts.
- Your middle campaigns include the same email newsletter, and remarketing campaigns using pages that already (should) exist on your site.

So, the best place to begin would be to get to work on how you're going to create the content that you need to drive your marketing campaigns – and that means either doing everything by hand, or signing up for ResultFlow so you can automate the process.

If you already know all about ResultFlow and just need to sign up, it's <http://seobt.co/resultflow> for the monthly subscription and <http://seobt.co/resultflow2> for the annual discount. **You can learn more about ResultFlow in the Lesson 2 video (<http://seobt.co/utelesson2>) – we won't be covering it during lesson 3.**

Got Questions?

If you have questions about the Universal Traffic Engine training, please join us on Facebook in the “Universal Traffic Engine Practitioners” group.

If you would like to talk with me about anything else, please contact me via support@marketersbraintrust.com - or if you’re feeling extra bold, you can try sending me a message on Facebook Messenger.

We’re easy to reach, and happy to talk, so don’t be afraid to ask.

If you got this from a friend:

This document is part of a larger training program, designed to help small businesses and startups “last the distance” and grow into 7 and 8 figure businesses.

The Universal Traffic Engine training costs absolutely nothing – and it’s already working for a lot of people just like you.

To get signed up, visit <http://marketersbraintrust.com/free-training-ute-2016/> and register. All we need is an email address, and you can unsubscribe at any time by clicking a link in any of our emails.

Thanks for reading – and I look forward to working with you!